

PRESS RELEASE

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Travel English - a language course put right in your hands

New: Award-winning web videos for language learning as a mobile app for iPhone and iPad.

Berlin/Germany - The mobile video language learning application "*Travel English*" from LinguaTV offers users a wonderful opportunity to improve their English on the go. The app covers various language skills, such as listening comprehension, grammar, vocabulary and pronunciation. With LinguaTV the process of learning a foreign language becomes a lively, effective, and entertaining experience.



Version 2.0 of the mobile video language course "*Travel English*" from LinguaTV is now available as an app at the iTunes App Store (link: <http://itunes.apple.com/de/app/id411284144?mt=8>). Top video courses, comprised of fun videos and engaging interactive exercises, have been specially optimized for mobile use. To increase user benefit, the app's new version was further expanded to include an extensive vocabulary training tool. iPhone and iPad users can now watch these authentic conversation situations any time and anywhere they choose, picking up additional important words and phrases with flash card technology that enables individualized and targeted learning.

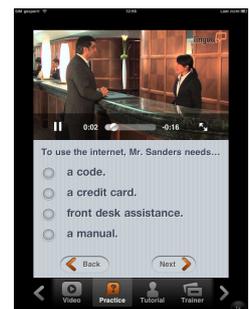
Learn English with Short Stories

The English course "*Travel English*" consists of a number of entertaining short stories, which can be bought individually and as a convenient in-app-purchase directly within the mobile application. The prize-winning series "*Travel English*," already available as a browser-based course on www.linguatv.com, draws the user into the fascinating world of international travel. Its short story focuses on Tom Sanders during his business trip to New York. It's his first time in "The Big Apple," so he not only has questions about room amenities and hotel services, but also needs recommendations about attractions and restaurants. The user accompanies Tom during his check-in at the "*Hotel Transnational*", and goes along while he enjoys the friendly service of the 5-star hotel and dines at a restaurant. These authentic situations quickly and efficiently prepare the user for a similar journey abroad. In this way, learning English becomes fun!

Comprehensive learning opportunities with a focus on usability

Each LinguaTV app includes:

- entertaining videos with authentic conversation situations, corresponding relevant words, phrases, and pronunciations which can be learned and applied
- a variety of interactive exercises such as cloze, multiple choice, video quiz, and other tools to practice and test listening, grammar, vocabulary and pronunciation.
- an interactive vocabulary and pronunciation tool with the most important words and phrases in the language pairs: German-English, English-French, Spanish-English and English-Japanese.
- a special bonus "Vocab Flashcard Box," a management system for storing and targeted repetition of individual words.



What makes the app particularly user-friendly is that all learning content (including all videos) are completely contained within it. Learning with the LinguaTV app is extremely convenient. The user can access its mobile content anytime, anywhere without an internet connection (except for downloading). Due to the small amount of data download necessary, the app also works fine with a UMTS connection.

A video teaches more than 1000 words.

LinguaTV's methodology consists of a new, effective and entertaining approach to language learning. Following the truism that "a picture is worth 1000 words," LinguaTV breaks new ground in offering the numerous advantages of the audio-visual teaching method in a language training app. Users can switch between video and interactive exercises or toggle back and forth. The individualized learning level analysis included illustrates each user's learning progress. With this method students learn quickly and easily and can directly trace their progress. With LinguaTV relevant vocabulary and phrases can be learned that are immediately useful in personal and business situations. And because the lessons are modular and flexible, beginners and advanced students will build their language skills quickly.

The hands-on content and modular design are ideal for regular practice. Whether traveling or at work, whether with the iPhone or the iPad ... with LinguaTV's mobile language learning application "learning on demand" is a reality.

LinguaTV's new language learning app is now available at the iTunes App Store (link: <http://itunes.apple.com/de/app/id411284144?mt=8>). Additional lessons for the "Travel English" series and the other apps, "Business English" and "English on the Phone", will be available soon.



The application was implemented by the Berlin-based agency equeo, which specializes in the implementation of innovative mobile applications for mobile devices.

About LinguaTV:

LinguaTV offers multi-media language courses and communication trainings. The training is based on videos which topics are adapted to the specific needs of companies and individuals. For an efficient training the online platform includes authentic videos, interactive games and "social networking community" such as learning groups. LinguaTV was nominated in 2011 for the ELTons from the British Council and was awarded in 2010 with the European Comenius EduMedia label for the "outstanding educational multimedia product". In 2009 LinguaTV was awarded for the world's best e-content by the UN in the category of "e-learning and Education". Moreover in 2009 the jury of the European MEDEA Awards honoured LinguaTV with the title of "highly recommended" and in 2008 LinguaTV was honoured by the German IPTV Award. The LinguaTV GmbH was founded in 2006 and is headquartered in Berlin and Hamburg. The team consists of experienced language trainers, media didacts, Internet specialists and filmmakers.

CONTACT:

LinguaTV GmbH

Philip Gienandt
Landsberger Allee 24
D-10249 Berlin / Germany

Phone: +49-(0)30-42802750
Fax: +49-(0)30-42802752
E-Mail: presse@linguatv.com
Website: www.linguatv.com/press.html?lang=en

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